



REQUEST FOR PROPOSALS: WEBSITE RE-DESIGN

Company Background

Public Policy Associates (PPA) has over 30 years of experience providing clients with the evaluation, research, and strategic consultation they need to make smart public policy decisions that improve lives, enrich communities, and strengthen institutions. PPA's clients include federal, state, and local governments as well as foundations, nonprofit organizations, educational institutions, and others. We work across several broad policy areas: child care, education, food systems and health, housing, justice, and workforce and economic development.

At PPA, our work is grounded in five core values:

1. **Collaboration.** Working together makes for deeper understanding and a better outcome. We practice this value through teamwork among staff, consultants, partners, and clients.
2. **Creativity.** We view our work as a creative process, where each project is unique. We look for opportunities to apply a diverse set of tools and skills to our work.
3. **Equity.** Differences are an asset to our work and our world. To support greater equity, we continuously learn, identify disparities, and design inclusive approaches.
4. **Excellence.** Having high standards means we plan well and deliver accurate, insightful work. Clients return to us for our customized approach and commitment to quality.
5. **Integrity.** As researchers, we often handle sensitive information and recognize the trust placed in us by those we engage and assist. We act with honesty and transparency.

PPA is a small business, located in Lansing, Michigan, and we deliver valued services to clients nationwide. We have a small staff and bring on added expertise through affiliated consultants that are contracted to work on specific projects.

Request

PPA is seeking a qualified web development or design firm or independent contractor that is based in the United States to build a new website. The goals of the new website are to:

- Draw more people to our website and have organizations in need of our services contact PPA, follow us on social media, and/or sign up for our e-newsletter.

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- Highlight PPA's decades of experience while promoting our current services, work, and staff.
- Support the messaging that PPA is a professional, welcoming, high-quality consulting and research firm.
- Have updated functionality.

We anticipate similar content to what is currently found on publicpolicy.com but presented in a more visual and fresh way.

Specific site functionality that we are looking for includes:

Being easy to maintain, update, and post new items. PPA's current website was created using WordPress. The new website could also be built using WordPress, but we are also open to other options. Staff members should be able to post (or remove) new featured work or news items and make edits to the text on the pages. Ideally, the website design would include multiple templates that staff could use when posting new items or featured work to the website.

Tracking of website performance. We would like the selected contractor to help us identify meaningful website performance metrics and set up the website to track these metrics so we can readily monitor and report on these internally.

Ability to filter or search for featured work and news items. Our current [featured work](#) page is static and text heavy. Similarly, our [news](#) page is text heavy. We would like these pages to be more visual and allow for visitors to filter or search on elements such as topic area (e.g., child care, food systems, social benefits, justice), type of deliverable (e.g., report, PowerPoint, article, brief), author, year, client type (e.g., nonprofit, state agency, federal agency, philanthropy), or work type (strategic plan, evaluation, research). We would consider combining or otherwise streamlining these pages.

Streamlined or more connected content. We are interested in ways that we can tie together our content so that we can update it once and it can be accessible from multiple areas of our website. For example, currently we have projects featured on our policy area pages (such as: <https://publicpolicy.com/policy-areas/workforce-development/>) that are not linked with our [featured work](#). It would be less cumbersome if we could update our featured work once and that these items could then be featured or accessible from multiple pages. This could potentially also be done through more linking between pages. Staff bios is another area that could be better integrated between pages; we would like to better showcase our staff expertise when talking about our policy areas and featured work. Another opportunity would be to make our e-newsletter accessible from our website. Our eNews is generated and sent out through MailChimp.

Other desired website functionality includes:

- Viewable on different-sized screens, including mobile devices.
- Quick to load and allow for interactive elements (such as audio and video recordings).
- Compatible with commonly used internet browsers.

- Interfaces with social media, specifically the ability for recent Twitter activity to be automatically posted to our website.
- Pages or posts should be easily shared to social media or through email and be print friendly.
- Improved search engine optimization.

One consideration is that PPA may refresh its branding within the next year or two. Ideally, we would like to create a new website using the current brand, but that would allow us or the selected contractor to update the style elements (font, color palette, logo) without having to re-do the entire website. In other words, we anticipate wanting to keep the backend and functionality of the website the same but with the flexibility to update the aesthetic elements of the website.

Timeline

Proposal Due Date: December 20, 2022, 5:00 p.m. ET

Contract Start: January 2023

Budget

We have \$10,000 available to support the work outlined in this RFP. If everything requested in this RFP is not feasible within the budget, please explain what you are able to accomplish and what elements would require additional funds.

Deliverables

- PPA website
- Basic education, training, guidance, or other “how-to” materials so that the appropriate PPA staff are familiar with how to update, maintain, and post new items on the website.

Desired Qualifications

The qualified web development or design firm or contractor should have the following skills and experience:

- Experience with WordPress or other platform to develop a site that can be easily updated, maintained, and utilized to post new items independently.
- A portfolio of website development and design work that includes similar professional-service businesses.
- Experience providing education, training, or guidance on the back end of websites.

Proposal Requirements

Proposals should be submitted as a Word document or PDF by **December 20, 2022, 5:00 p.m. ET.**

Proposals should be submitted to **Anna Colby at acolby@publicpolicy.com.**

The subject line should read **PPA Website Proposal Submission.**

Proposals should include:

- Overview of your project process and site design approach.
- Timeline and budget for completing the work.
- Examples of previous work/portfolio. This can be a list of hyperlinks to other websites.
- Qualifications of firm or contractor, including biographical sketch and resume of the lead development and design contractor(s).